

Message Text

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ACTION COME-00

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P 110915Z FEB 75

FM AMEMBASSY KINSHASA

TO SECSTATE WASHDC PRIORITY 1283

UNCLAS KINSHASA 1242

DEPT PLEASE PASS TO GENERAL ELECTRIC NEW YORK

(TELEX ADDRESS: INGECO NEW YORK)

E.O. 11652: N/A

TAGS: BEXP CG

SUBJ: FIKIN 1975

REF: GENERAL ELECTRIC TELEX AMEMBASSY KINSHASA

1. OPENING AND CLOSING DATES: 21 JUNE - 6 JULY 1975.

2. SIZES OF STANDS AVAILABLE: THE USG IS RENTING A 1000 SQUARE METER PAVILION. 500 SQUARE METERS WILL BE TAKEN UP BY A PREFABRICATED EXHIBIT UNIT. THE UNIT IS BROKEN DOWN INTO CENTRAL RECEPTION AREA PLUS, TYPICALLY, 10 SQUARE METER BOOTHS. PARTICIPANTS, HOWEVER, NOT LIMITED TO THIS AREA AND MAY CHOOSE TO RENT MORE SPACE. THE REMAINING 500 SQUARE METERS WILL BE DIVIDED BETWEEN A US INFORMATION SERVICE EXHIBIT AND PRIVATE EXHIBITORS WHO MAY NEED A LESS STRUCTURED EXHIBIT AREA.

3. EXHIBIT SPACE IN THE PREFABRICATED AREA WILL BE \$2,500 UP, DEPENDING ON THE AMOUNT OF SPACE USED. THIS COST COVERS FABRICATION AND RENTAL OF STANDS, OVER-ALL MANAGEMENT OF EXHIBIT, NECESSARY FURNITURE, GUARDS, MAINTENANCE AND ALL UTILITIES EXCEPT PHONE SERVICE. NO COST FORMULAS WORKED OUT FOR THE UNSTRUCTURED AREA BUT EXPECTED TO BE LESS THAN IN PREFABRICATED AREA.

4. ANSWER TO THIS QUESTION WILL FOLLOW SHORTLY.

5. THE GOVT OF ZAIRE HAS ALREADY PROMOTED THIS FAIR EXTENSIVELY

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AROUND THE WORLD AND FURTHER INTENSIVE PROMOTIONAL EFFORTS ARE

EXPECTED. IN ADDITION, THE USG WILL PROMOTE ITS PAVILION BOTH IN THE INTERNATIONAL MEDIA AND LOCALLY. ALTHOUGH THE FAIR WILL DRAW EXHIBITORS AND VISITORS FROM AROUND THE WORLD, THE OVERWHELMING MAJORITY OF VISITORS WILL, OF COURSE, COME FROM ZAIRE AND NEIGHBORING COUNTRIES. IN 1973 SOME 200,000 PEOPLE VISITED THE US PAVILION AND WE HAVE EVERY REASON TO BELIEVE ATTENDANCE WILL BE LARGER IN 1975. SO FAR THE FOLLOWING COMPANIES ARE PLANNING TO EXHIBIT:

GENERAL MOTORS IBM
GULF OIL WESTINGHOUSE
GOOD YEAR WARNER LAMBERT
CATERPILLAR CONTINENTAL GRAIN
PAN AMERICAN AIRLINE

7. THIS FAIR WILL COINCIDE WITH THE 10TH ANNIVERSARY OF THE GOVT UNDER MOBUTU AND THEREFORE WILL CONTINUE TO RECEIVE UNPRECEDENTED ATTENTION FROM THE LOCAL MEDIA. ZAIRE'S LONGER TERM ECONOMIC POTENTIAL IS FAVORABLE AND EMBASSY WOULD RECOMMEND FAIR AS A VERY APPROPRIATE VEHICLE FOR EXPLORING THIS MARKET.

NEWLIN

NOTE BY OC/T: NOT PASSED GE NEW YORK.

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